

OFFICE OF THE GOVERNOR
Governor Terry E. Branstad ★ Lt. Governor Kim Reynolds

FOR IMMEDIATE RELEASE: Tuesday, March 29, 2011
Contact: Governor's Office (515) 725-3518

Lt. Gov. Reynolds presents IDEA Award to Partners for Meth Prevention

(COUNCIL BLUFFS) – Lt. Gov. Kim Reynolds was in Council Bluffs today to present the Governor's Office of Drug Control Policy (ODCP) Innovation, Determination & Excellence in Action (IDEA) Award to Partners for Meth Prevention (PMP).

The IDEA Award seeks to recognize and encourage leadership and innovation to reduce substance and alcohol abuse in Iowa. The award recognizes new approaches and creative ideas to address ongoing problems of drug and alcohol abuse for future generations of Iowans.

"We cannot be satisfied with the status quo; we must seek innovation to find better ways if we are to reduce the problems that stem from alcohol and substance abuse," said Reynolds. "The IDEA Award is a celebration of a local organization's work in embracing community improvement in a creative way."

PMP is a community organization in Pottawattamie County that is committed to better education and increased awareness of the detriments from methamphetamine use. PMP works to empower communities to take action against meth usage and to live a healthy lifestyle.

"While we reflect on some of your community's successes, I think we can all agree that reducing drug and alcohol abuse is a marathon and not a sprint," Reynolds added. "I encourage all of you to continue your hard work in fighting against drug and alcohol abuse."

PMP success included Meth360, which takes a 360-degree view of meth and how it affects communities. This program unites law enforcement, treatment, and prevention professionals to educate community members on the numerous ways that meth affects everyone. PMP also developed Me360, a youth version of Meth360. Meth360 and Me360 have been presented to over 500 adults and 1200 7th and 8th grade students.

For more information please visit www.LtGovernor.iowa.gov.

###